



Report to the Auburn City Council

Action Item

6

Agenda Item No.

City Manager's Approval

To: Mayor and Council Members

From: Auburn Arts Commission

Prepared By: Joyce Silva

Date: January 23, 2012

Subject: Auburn Arts in the Park

The Issue

Shall the Auburn City Council approve the expenditure of \$1,000 for upfront money to fund *Auburn Arts in the Park*, a visual and performing arts festival to be held on May 19, 2012 at the School Park Preserve.

Conclusion and Recommendation

By MOTION, approve the expenditure of \$1,000 for the arts festival.

Background

The stated goal of the Arts Commission is to “foster and promote the visual and performing arts in Auburn” (per Resolution No. 10-77, dated 6/28/10). More specifically, the Arts Commission is charged with the responsibility to “promote art awareness and encourage private initiative in the arts” and to “work with other individuals and organizations to support art festivals and contests.” In light of these responsibilities, the Arts Commission is proposing a one day visual and performing arts festival called *Auburn Arts in the Park*. The festival will take place from 10:00am to 5:00pm on Saturday, May 19, 2012 at the School Park Preserve. The festival will include musical and dance performances on the amphitheater stage, strolling musicians, strolling actors portraying famous artists, art-oriented educational activities for children, art for sale, food booths, and a wine and beer garden. The site plan for the festival indicates the locations for performances, art booths, food and wine sales, and Porta Potties. Parking will be in the preserve parking lot, the City Hall parking lot, and on surrounding streets. Booths for art sales will cost \$30 for a 10x10 area and food and wine vendors will be charged \$50 for a 10x10 area. There will be no admission fee for the public. Proceeds from the festival are expected to exceed the associated costs. The Arts Commission’s goal is to provide a multi-sensory arts experience for people of all ages while supporting local visual and performing artists. The site plan and a more detailed description of festival components (including a proposed budget) are included in the *Auburn Arts in the Park* proposal.

Alternatives Available to Council:

The alternative would be to approve a lesser amount than \$1,000 for upfront money for the festival or to not approve any funding at all for the festival.

Fiscal Impact

The city will incur a cost not to exceed \$1,000 for the festival.

Auburn Arts in the Park

A proposal submitted by the Auburn Arts Commission

January 23, 2012

Overview: The Auburn Arts Commission is proposing to hold a one-day visual and performing arts festival on May 19, 2012 at the School Park Preserve. The festival, which we've named *Auburn Arts in the Park*, will feature performing artists on the Cooper Amphitheater stage, strolling musicians, actors portraying famous artists, art demonstrations, art-related activities for children, local artists selling their work, and food and beverage sales.

The Site: The School Park Preserve was selected for its central location between downtown and Old Town. A site plan has been created for the festival. All activities will take place on the flat areas of the park, thus avoiding the protected oak woodlands on the hillsides. A large tent will cover performers on the amphitheater stage and individual 10x10 E-Z Up canopies will be used for food and art sales. The smaller canopies (approximately 40 to 50) will be scattered throughout the open areas. The wine and beer garden will be located close to the amphitheater stage and will be physically separated and monitored to prevent entry by minors. Parking will be located in the Preserve parking lot, the City Hall parking lot, and along neighboring streets. After 1:00pm, the public parking lot located between Lincoln Way and Auburn Folsom Road will also be available. Electrical and water hook-ups are available onsite. Recology Auburn Placer will provide toters for garbage disposal. Porta Potties will be located near the Preserve parking lot.

The Performers: Local music and dance groups will be featured on the amphitheater stage. Performers will fill out applications and submit CDs or DVDs for review by the Commission. Stage performances will be amplified. Strolling musicians (buskers) will also perform, either in designated areas or along the walkways. Actors playing the roles of famous artists will wander throughout the festival. Minimal stipends will be given to performers.

The Artists: Artists will be solicited via a Call to Artists. Applications will be collected for the 10x10 sites, which will cost \$30. The artists will supply their own E-Z Up canopies (or a suitable alternative). Local painters, photographers, sculptors, potters, and other artists will be encouraged to sell their art at the festival. The emphasis will be on art and art sales as opposed to crafts and/or manufactured goods. Art demonstrations will be especially encouraged with hands-on participation of visitors.

Food, Beer and Wine Sales: Local restaurants, wineries, and service clubs will be approached to provide food and drink for the festival. The vendors will be charged \$50 for a 10x10 site and will provide their own E-Z Up canopy or food/drink booth. Alcohol sales will be located in a segregated area in order to restrict access by minors.

Advertising: Maximum effort will be made to advertise the festival at low or no cost. Free event listings will be used (e.g., *Via* magazine, online community calendars, etc.) and newspaper and radio/TV publicity will be sought. Flyers will be printed and distributed.

Set up/Clean up: The large tent on the amphitheater stage will be provided by the Chamber of Commerce and will be set up on the 18th. Other set-up activities will take place before 10:00am on the 19th. Clean up will take place immediately after the festival by volunteers.

Budget: We believe the festival will turn a small profit. A breakdown of costs and income associated with the festival are as follows:

Costs	
• Porta Potties	\$ 200
• Sound system for amphitheater stage	150
• Advertising	300
• Performer stipends	200
• Miscellaneous expenses	<u>150</u>
Total	\$1000
 Proceeds	
• Artists booths (40 booths @ \$30)	\$1200
• Food/beverage booths (6 booths @ \$50)	<u>300</u>
Total	\$1500

Donations will be actively sought from area businesses and organizations in order to reduce festival costs. The Chamber of Commerce will provide the large tent for the stage as well as a P.A. system suitable for announcements at no cost.

Conclusion: The Arts Commission hopes that *Auburn Arts in the Park* will become an annual event. We believe the best way to achieve this aim is to start small and inexpensively. Low to no-cost performers will be selected. Advertising and site-related expenses will be kept to a minimum. Sponsorships and donations will be sought to reduce costs as much as possible. Artists and food/beverage vendors will be charged low fees in order to attract interest in this new and unknown event. The Commission believes that *Auburn Arts in the Park* will turn a small profit this year. A successful first year will allow us to expand our offerings and profits in coming years. Finally, we believe that *Auburn Arts in the Park* will be a wonderful vehicle to promote the arts in Auburn, both by supporting area artists and performers and by raising money for the future.

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